Canadian Radio - Television Commission

CAI from the Government of Nova Scotia

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Charmon and Commissioners, may I welcome you once again Nova Scotia and express the sincere appreciation of the ernment of this Province for your attention to development the Canadian Broadcasting System as it exists in this ion.

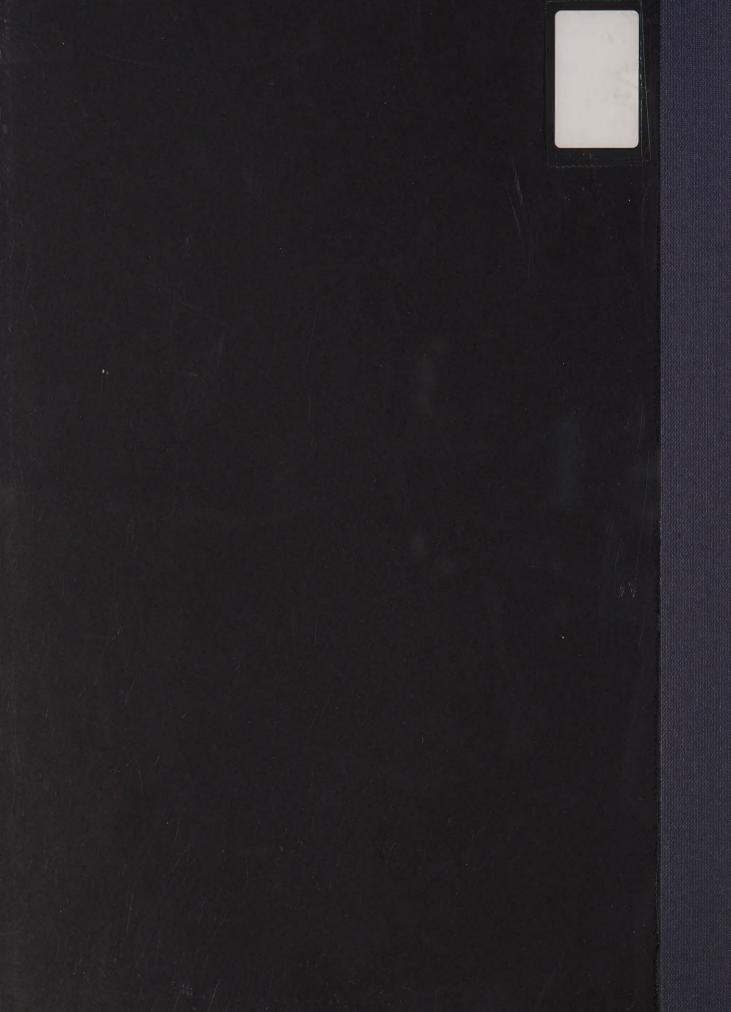
N FERGUESON, EX MONTREAL CANADIENS STAR, ALWAYS FOLLOWED RINCIPLE WHEN PLAYING HOCKEY THAT SAID "IF YOU CAN'T BEAT IN THE ALLEY, YOU CAN'T BEAT 'EM ON THE ICE." IN 1975 N THE COMMISSION VISITED WITH US, WE SOUNDLY BEAT YOU ON ICE. HAVING DONE SO, WE DO NOT FEEL THERE IS ANY NEED MEET YOU IN THE ALLEY. I DO NOT INTEND THAT MY REMARKS AY SHOULD BE CONSIDERED AS SWINGS AT YOU BUT AS AN EMPT TO SHARE SOME OF MY ATTITUDES ON COMMUNICATIONS H YOU.

A SCOTIA, AS A DIRECT RESULT OF A RESOLUTION PASSED AT 1972 PREMIERS' CONFERENCE, APPOINTED A MINISTER RESPONSIBLE COMMUNICATIONS. IN 1973 WE ESTABLISHED THE OFFICE OF MUNICATIONS POLICY TO ADVISE AND ASSIST THE MINISTER IN DUTIES.

STATEMENTS TO MY FEDERAL COUNTERPART ON SEVERAL OCCASIONS

T FEDERAL/PROVINCIAL CONFERENCES AND DURING DISCUSSION OF

CIFIC ISSUES - THE MINISTER RESPONSIBLE FOR COMMUNICATIONS



Brief from the Government of Nova Scotia

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MR. CHAIRMAN AND COMMISSIONERS, MAY I WELCOME YOU ONCE AGAIN TO NOVA SCOTIA AND EXPRESS THE SINCERE APPRECIATION OF THE GOVERNMENT OF THIS PROVINCE FOR YOUR ATTENTION TO DEVELOPMENT OF THE CANADIAN BROADCASTING SYSTEM AS IT EXISTS IN THIS REGION.

John Fergueson, ex Montreal Canadiens star, always followed a principle when playing hockey that said "if you can't beat 'em in the alley, you can't beat 'em on the ice." In 1975 when the Commission visited with us, we soundly beat you on the ice. Having done so, we do not feel there is any need to meet you in the alley. I do not intend that my remarks today should be considered as swings at you but as an attempt to share some of my attitudes on communications with you.

Nova Scotia, as a direct result of a resolution passed at the 1972 Premiers' Conference, appointed a Minister responsible for Communications. In 1973 we established the Office of Communications Policy to advise and assist the Minister in his duties.

In statements to my federal counterpart on several occasions
- at federal/provincial conferences and during discussion of
specific issues - the Minister responsible for Communications



FOR NOVA SCOTIA HAS CONSISTENTLY SUPPORTED THE ESTABLISHMENT AND OPERATION OF FEDERAL/PROVINCIAL CONSULTATIVE MECHANISMS FOR DEVELOPMENT OF MUTUAL OBJECTIVES AND POLICIES. RESOLUTION OF SUBSTANTIVE ISSUES HAS BEEN A MEASURE OF THE VALUE OF SUCH A PROCESS IN THE MARITIME CONSULTATIVE COMMITTEE ON COMMUNICATIONS. THE MCCC CONSISTS OF THE OFFICIALS OF THE OFFICE OF COMMUNICATIONS POLICY AND THEIR COUNTERPARTS IN NEW BRUNSWICK, P.E.I. AND THE REGIONAL OFFICE OF THE DEPARTMENT OF COMMUNICATIONS. THE VALUE HAS BEEN RECOGNIZED BY THE GOVERNMENT OF NEWFOUNDLAND AND THE COMMITTEE HAS RECENTLY BEEN CHANGED TO THE ATLANTIC CONSULTATIVE COMMITTEE ON COMMUNICATIONS.

THE MCCC SPONSORED A STUDY OF TELEVISION COVERAGE IN THE PROVINCE WHICH WAS CARRIED OUT WITH THE COOPERATION AND ASSISTANCE OF THE CRTC. I WILL BE SPEAKING AT GREATER LENGTH ON THE RESULTS OF THAT STUDY LATER ON; I MENTION IT NOW TO INDICATE THE BENEFIT OF FEDERAL/PROVINCIAL COOPERATION. SUCH COOPERATION PRODUCES BENEFICIAL RESULTS AND MUST NOT BE ALLOWED TO BE DENIED BY JURISDICTIONAL OR ADMINISTRATIVE ARGUMENTS.

I AM GRATEFUL THAT MME. SAUVE AND MR. BOYLE HAVE RECENTLY

AGREED THAT THE BENEFIT OF AD HOC MEETINGS FOR PURPOSES OF

JOINT CONSULTATION AND PLANNING CANNOT BE DENIED AND LOOK FORWARD

TO A FIRST MEETING OF OFFICIALS BEING HELD WITHIN A MONTH.

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As Commissioners you may ask - what are Nova Scotia's motives in this field?

My predecessor, the Honourable Leonard L. Pace, on behalf of Nova Scotia, New Brunswick, and P.E.I., tabled a working paper on communications objectives of the Maritime Provinces in May 1975 at the federal provincial conference of communications Ministers. We have solicited comments on those objectives from interested or involved industry and government groups; I have filed a copy of the Objectives with the Commission and trust that we will receive your comments on them in the near future.

In harmony with our objectives and of current and direct concern to this Province is a report on Educational Technology Program in Nova Scotia. I am filing a copy of this report with the Commission as background to the understanding of recommendations I will be making a little later on. I trust the Commission will take an initiative in having some of the CATV pilot projects mounted.

THERE IS NOW AN OBVIOUS DISPARITY IN THE OPPORTUNITIES FOR PROVINCES TO UTILIZE MASS COMMUNICATION SYSTEMS IN FORMAL EDUCATION. THE DISPARITY IS DUE, IN LARGE PART, TO THE ESTABLISHMENT BY FOUR OF THE PROVINCES OF INDEPENDENT EDUCATIONAL BROADCASTING AUTHORITIES. THIS DEVELOPMENT HAS PROVIDED THESE PROVINCES WITH PRODUCTION AND TRANSMISSION FOR EDUCATIONAL

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WESTERS TOOM ON PHENO TO ON SECTIONS ON PINCONNING NEW PROPERT AND ON THOMSE AND SHOULD NOT ALSO OF THE WARREST AND ADDRESS OF THE WARREST AND ADDRESS OF THE WARREST AND ADDRESS OF THE WARREST AND THE WARRE

APPROPRIATE TO DESCRIPTION OF THE STATE OF T

PROGRAMMING FAR BEYOND THAT AVAILABLE TO OTHER PROVINCES INCLUDING NOVA SCOTIA. WE FEEL THAT THIS IMBALANCE CAN BE PARTLY REMEDIED IN OUR PROVINCE WITH INCREASED CBC SUPPORT IN THE AREA OF PROGRAM PRODUCTION AND WITH FULL UTILIZATION OF CATV SYSTEMS.

BROADCASTING, CABLE TELEVISION AND TELECOMMUNICATIONS ARE NOT ONLY AREAS WITH CONCERNS RELATED TO PURE COMMUNICATION AND EDUCATIONAL OBJECTIVES, BUT ALSO, SUBSTANTIAL INDUSTRY SEGMENTS IN THIS PROVINCE. THE ECONOMIC IMPACT OF THESE THREE INDUSTRIES ON THE ECONOMY OF THIS PROVINCE IS THE SUBJECT OF AN ECONOMIC PROFILE AND IMPACT STUDY HEREBY RELEASED. I URGE THE COMMISSION TO STUDY THIS PROFILE AND CONSIDER YOUR DECISIONS IN THE CONTEXT OF IT IN ADDITION TO THE OTHER CRITERIA YOU WOULD NORMALLY APPLY.

## MY PURPOSE TODAY IS TWOFOLD:

- I. To share My Thoughts on Objectives and constraints as expressed in the documents filed; and
- II. To present to you some specific concerns which I feel should be considered by the Commission.

I INTEND TO PARTICIPATE FULLY IN MAJOR POLICY FORMULATION AND SUBSEQUENT POLICY DIRECTION THROUGH THE COUNCIL OF COMMUNICATIONS MINISTERS. THAT IS THE APPROPRIATE FORUM FOR SUCH DELIBERATION AND THUS I WILL NOT RAISE SUCH ISSUES HERE. I INTEND TODAY

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THE RESTREE OF THE PROPERTY OF

TO MAKE RECOMMENDATIONS ON THOSE CHANGES WHICH THE COMMISSION CAN INSTITUTE WITHIN ITS EXISTING MANDATE AND STRUCTURE.

MR. A. W. Johnson, CBC President stated before the Commons standing Committee on Broadcasting in May that in his opinion:

"PARLIAMENT CLEARLY PERCEIVED THE POWER OF THE
BROADCASTING MEDIA AND DECIDED THAT THESE MEDIA,
RADIO AND TELEVISION, SHOULD BE USED NOT ONLY FOR
THE ENTERTAINMENT OF THE PEOPLE OF CANADA BUT ALSO
AS INSTRUMENTS OF NATIONHOOD. THE RAILWAYS, THE
AIRLINES, TELECOMMUNICATIONS GENERALLY, HAYE
NEVER BEEN LOOKED UPON AS MERELY INSTRUMENTS OF
TRANSPORTATION AND COMMUNICATIONS; ALWAYS THEY
HAVE BEEN SEEN AS INSTRUMENTS FOR NATION BUILDING,
FOR TYING THE COUNTRY TOGETHER."

(EMPHASIS ADDED)

My concerns for broadcasting, cable television, education and telecommunications are all based on a similar attitude to communications.

In this Province and in the general case, <u>Broadcasting</u>

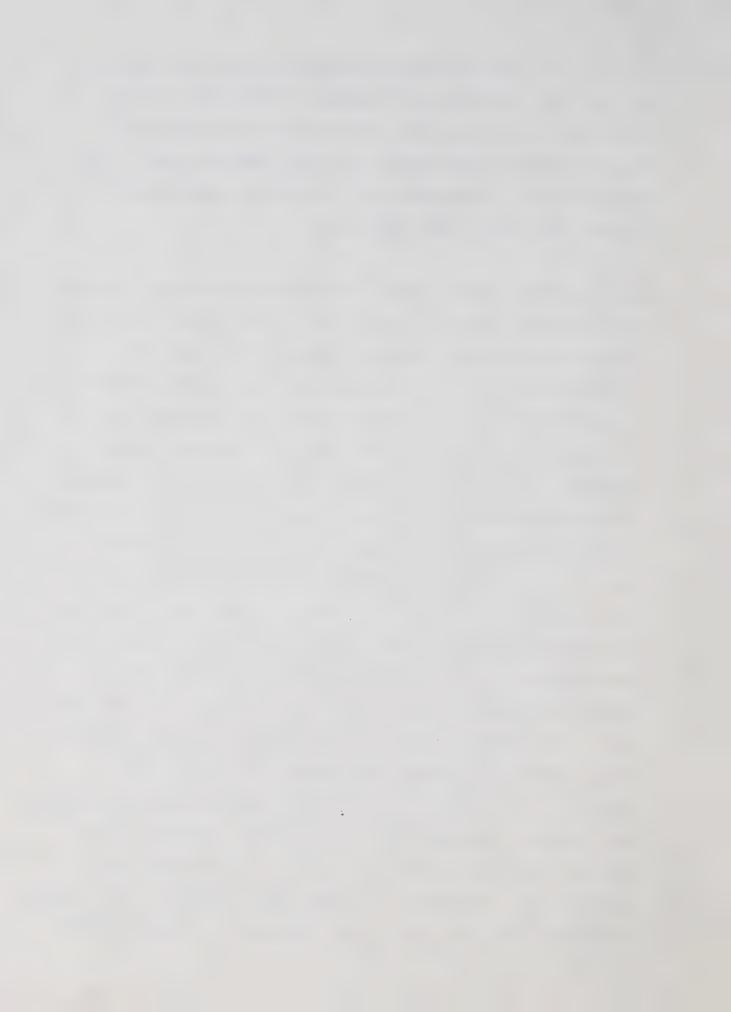
(Both radio and television) service is satisfactory, however,

there are specific problems which demand attention.



THE LAST TIME THE PROVINCE APPEARED BEFORE YOU, THE MINISTER AT THE TIME, THE HONOURABLE LEONARD L. PACE, Q.C., RAISED THE PROBLEM OF SOUTH SHORE COMMUNITIES NOT RECEIVING CBC RADIO COVERAGE IN THE EVENING AND EARLY MORNING HOURS. THIS PROBLEM IS STILL UNRESOLVED AND I MUST ONCE AGAIN URGE YOU TO GIVE THIS MATTER YOUR ATTENTION.

THE TV COVERAGE SURVEY WHICH I MENTIONED EARLIER HAS IDENTIFIED THAT "99.8% OF THE TOTAL POPULATION OF NOVA SCOTIA IS LOCATED WITHIN THE THEORETICAL SERVICE CONTOURS OF AT LEAST ONE TELEVISION STATION." AN IMPRESSIVE BUT MISLEADING STATISTIC. THE SAME REPORT GOES ON TO IDENTIFY SPECIFIC PROBLEMS SUCH AS THE ONE WITH WHICH I AM MOST FAMILIAR IN MY HOME TOWN OF YARMOUTH, ATV SERVICE TO YARMOUTH WAS THEORETICALLY PROVIDED FROM A SINGLE TRANSMITTER LOCATED GEORGRAPHICALLY IN THE CENTRE OF THE SOUTHERN HALF OF MAINLAND NOVA SCOTIA AT CALEDONIA (ch. 6). The theoretical coverage was not achieved due to THE TOPOGRAPHY SURROUNDING THE TOWN. I CREDIT THE ATV NETWORK WITH ATTEMPTING TO SOLVE THE PROBLEM BY PLACING A LOWER POWER REBROADCASTER (CH. 13) IN YARMOUTH TO IMPROVE THE SERVICE, HOWEVER, THE SERVICE IS STILL NOT SATISFACTORY. ATV OFFICIALS TELL US THAT THEIR OPTIONS FOR IMPROVED SERVICE ARE INCREASING POWER, CHANGING VHF CHANNEL ASSIGNMENT OR OPENING A UHF ASSIGNMENT. THE FIRST TWO OPTIONS ARE RESTRICTED BY REGULATIONS AND TECHNICAL STANDARDS, THE THIRD (A UHF ALLOCATION) IS NOT SEEN AS A PUBLICLY ACCEPTABLE SOLUTION. NINETY-NINE POINT EIGHT PER CENT THEORETICAL COVERAGE MEANS NOTHING TO THE CITIZENS OF YARMOUTH, THE PER CENT ACTUAL COVERAGE IS OF MAJOR CONCERN.



THIS KIND OF PROBLEM, INCIDENTALLY, IS THE TYPE I SUGGEST CAN BE EASILY RESOLVED BY THE AD HOC COMMITTEE SUGGESTED EARLIER. CHANNEL OPTIONS, TECHNICAL REGULATION RESTRICTIONS, LICENSING PRIORITIES, ETC., CAN PROBABLY BE SORTED OUT BY A COMMITTEE OF CRTC, DOC, CBC, ATV AND MY OFFICIALS.

There is a second TV broadcasting "problem" which I would like you to note. The Lack of CBC French television in the Church Point area is utterly intolerable and of great importance. I would like to formally record this with the Commission.

Church Point is considered to be the centre of French culture in Nova Scotia and yet the CBC French television network does not properly reach the French population of that area. The service is one which is expected and must be provided.

The majority of English speaking Nova Scotians across the Province receive adequate CBC French Television while the centre of French culture in Nova Scotia is deprived of that right. The time has arrived when such a situation is no longer tolerable. French speaking people deserve the right to French Language television.

I am pleased to see you will be hearing an application for CBC French Language FM Radio Rebroadcaster in Church Point at this hearing.

THERE ARE SEVERAL SUCH EXAMPLES IN THE BROADCASTING REPORT; I USE THESE SIMPLY TO ILLUSTRATE TWO POINTS I WISH TO MAKE:



- 1. THEORETICAL COVERAGE FIGURES SHOULD NOT BE QUOTED AS A MEASURE OF THE EXTENT OF BROADCAST SERVICE.
- 2. PROVINCIAL PRIORITIES AND KNOWLEDGE OF LOCAL

  CONDITIONS AND CONSTRAINTS SHOULD BE AN INTEGRAL

  PART OF YOUR PLANNING PROCESS; THE JOINT

  CONSULTATION AND PLANNING PROPOSAL WE HAVE MADE

  OFFERS THE VEHICLE.

In the past we have relied solely on the CBC for delivery of Nova Scotia Educational Television. The service is useful but limited in flexibility. Teachers must schedule classes to suit the TV schedule; teachers must set a learning pace governed by the TV producer; teachers find the service of Limited Value.

We feel the CBC has a special role and responsibility in delivering educational material, particularly non-school directed material. The CBC has a special role and must continue to assist with the production of school directed material. CATV systems should be the main delivery agent for traditional educational material because of their capacity to simultaneously deliver several packages with flexibility in timing. I will return to the CATV role later on.



THE CBC Accelerated Coverage Plan is an ambitious proposal which we endorse in this region and urge that the importance of maintaining ACP schedules be emphasized by the Commission when consulted by the financial planners in Ottawa. We acknowledge and endorse CBC plans outside of ACP, to correct TV coverage problems in the Guysborough area by a plan to place eight extra rebroadcasting stations.

We feel that CBC Radio is a service of which Canadians can be proud, however, we feel it too could better serve the continuing education needs of this Province.

WITH RESPECT TO CABLE TELEVISION, I WISH TO REGISTER SOME GENERAL COMMENTS; I DO NOT WISH TO COMMENT ON THE LICENSE RENEWAL APPLICATIONS BEFORE YOU AT THIS HEARING.

CRTC REGULATIONS FOR USE OF CHANNELS ON CATV SYSTEMS

ARE IN CONFLICT WITH OUR OBJECTIVE TO MAXIMIZE EDUCATIONAL

TELEVISION DISTRIBUTION THROUGH THE USE OF CATV LONG HAUL AND
LOCAL DISTRIBUTION FACILITIES. ALTHOUGH SUCH RESTRICTIONS

WILL NOT INHIBIT US THIS YEAR, I RAISE THEM NOW BECAUSE THEY

ARE EXAMPLES OF THE NEED TO RECOGNIZE PARTICULAR PROVINCIAL

SYSTEMS WHEN ESTABLISHING NATIONAL POLICIES.



THE COMMUNITY CHANNEL DURING "OFF" HOURS, PARTICULARLY
MORNING HOURS, COULD BE MADE AVAILABLE FOR DELIVERY OF
EDUCATIONAL MATERIAL WITHOUT AFFECTING TRUE COMMUNITY PROGRAMMING
IN ANY WAY. YOUR REGULATIONS DO NOT PERMIT US TO USE THE
CHANNEL IN THIS WAY.

A SUPPLEMENTARY CHANNEL BY YOUR REGULATIONS IS SIMILARLY NOT AVAILABLE TO US FOR DELIVERY OF EDUCATIONAL MATERIAL. PROVISION OF A SUPPLEMENTARY CHANNEL ON CONVERTER SERVICE IS A FURTHER IMPEDIMENT TO THE USE OF SUCH A CHANNEL. IN OUR PROVINCE, UNLIKE MANY OTHERS, WHERE OFF AIR CHANNELS ARE LIMITED TO A MAXIMUM OF FIVE OR SIX, IT IS LIKELY THAT THERE WILL NEVER BE A NEED FOR CONVERTER SERVICE - THE NUMBER OF CHANNELS DOES NOT JUSTIFY IT.

WE FEEL THE MARITIME REGION IS BEING ASKED TO BEAR EXTRA EXPENSE OR FOREGO AN OPPORTUNITY BECAUSE OF A REGULATION DESIGNED TO SOLVE INNER CANADIAN (NOTE, NOT UPPER CANADIAN) PROBLEMS.

I ASK THAT YOU CONSIDER REVISION OF YOUR REGULATIONS TO:

1. ALLOW PROVISION OF A SUPPLEMENTARY CHANNEL
WITHOUT REQUIRING IT TO BE ON THE CONVERTER WHERE
SUCH A MOVE IS FEASIBLE.



2. ALLOW EDUCATIONAL MATERIAL TO BE CARRIED ON COMMUNITY AND SUPPLEMENTARY CHANNELS.

I ASK FURTHER THAT YOU CONSIDER REVISION OF YOUR REGULATIONS TO:

- 1. ALLOW EDUCATIONAL TELEVISION TO BE CARRIED ON ANY UNUSED CHANNEL IN A CATV SYSTEM IN ADDITION TO THE ONE CHANNEL ALREADY ASSIGNED AS "EDUCATIONAL".
- 2. ALLOW EDUCATIONAL TELEVISION TO BE CARRIED IN
  "OFF" HOURS, OR EVEN PRE-EMPT, THE LONG HAUL AND
  LOCAL DISTRIBUTION OF THE P.B.S. NETWORK.

Such a move would allow us to continue to implement the recommunications of the Educational Technology Report.

I WILL NOW TURN TO THE ENTERTAINMENT ROLE OF CATV. NOVA

SCOTIANS HAVE COME TO EXPECT A WIDE CHOICE OF TELEVISION SERVICE

AND A CHOICE COMPARABLE TO THAT AFFORDED INNER CANADIANS.

THE COMMISSION HAS RECOGNIZED THIS FACT AND U.S. SIGNALS HAVE

BEEN MADE AVAILABLE THROUGHOUT THE PROVINCE BY A RATE AVERAGING

SCHEME WHICH PERMITS LIMITED EQUALIZATION OF CHARGES WITHIN

THE MARITIME REGION. WE SUPPORT THE COMMISSION GOAL IN THIS

MATTER AND URGE THE COMMISSION TO SUPPORT SIMILAR PROPOSALS BEING



MADE IN THE TELECOMMUNICATIONS INDUSTRY TO EXTEND THE RATE EQUALIZATION BASE WHILE IMPROVING QUALITY OF SERVICE. I BELIEVE SUCH A NATIONAL EQUALIZATION GOAL WAS INTENDED BY PARLIAMENT WHEN IT GAVE YOU A MANDATE "TO SAFEGUARD, ENRICH AND STRENGTHEN THE CULTURAL, POLITICAL, SOCIAL AND ECONOMIC FABRIC OF CANADA." (EMPHASIS ADDED)

WITH RESPECT TO TELECOMMUNICATIONS, I WISH ALSO TO REGISTER SOME COMMENTS WITH THE COMMISSION. I RECOGNIZE THAT TELECOMMUNICATIONS REGULATION IS NOT NECESSARILY THE ROLE OF THE COMMISSIONERS BEFORE ME, HOWEVER, REGULATION OF BELL CANADA, B.C. Tel, CN/CP Telecommunications and Teleglobe Canada Ltd. Is a role of the same Commission.

I urge you and your fellow Commissioners to consider two areas of impact that your decisions have:

- 1. Broadcast and CATV decision on the development of Telecommunications in Canada.
- 2. Decisions affecting the federally regulated carriers resulting in pressures on the provincially regulated carrier.



THE IMPACT OF SATELLITE, AND THE SATELLITE CARRIER REGULATED
BY THE COMMISSION, ON BOTH PROGRAMMING AND TELECOMMUNICATIONS
SERVICES IS OF CONCERN TO ME - AND WE URGE THAT YOU ENSURE THAT
YOU CONSIDER THE IMPACT OF NATIONAL DECISIONS ON THE TOTAL
COMMUNICATIONS SERVICES TO BE PROVIDED TO NOVA SCOTIANS.

I have not yet mentioned Pay TV; I will not state a provincial position on the subject today. I wish to register with the Commission, however, that the lack of a statement today, or as part of your call for briefs, does not indicate a lack of concern or interest.

I WILL BE REGISTERING MY VIEWS ON THE DEVELOPMENT AND JURISDICTION ISSUES SURROUNDING PAY TV WITH THE FEDERAL MINISTER BEFORE

THE COUNCIL OF COMMUNICATIONS MINISTERS IN ALBERTA THIS FALL.

In conclusion I thank the Commission for their interest in Nova Scotia, their scheduling of hearings in Halifax and express my hope that the future will see continued cooperation and improved dialogue between the CRTC and the Government of Nova Scotia.

Nova Scotia's position of full recognition of the federal right to regulate broadcasting is premised upon the ability of the province to discuss with the Commission and its staff, problems which are of concern both to the Commission and to the Province. In that regard, I expect that my appearance here today is just the first step in developing such a dialogue.

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